

Ministry of Finance



CGST Delhi East Commissionerate encourages greater compliance and awareness among unregistered manufacturers and traders during GST Registration Campaign 2025

In the two-days of campaign, more than 2,000 queries from potential and unregistered traders addressed by GST officers; More than 100 fresh GST registration applications generated; 7,500 pamphlets highlighting provisions of GST Registration in Hindi and Urdu distributed

200 students as GST Ambassadors from reputed Universities create awareness during the two-day campaign

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The Central Goods and Services Tax (CGST) Delhi East Commissionerate successfully launched its **GST Registration Campaign on 21st-22nd March, 2025**, with the aim of encouraging greater registration and compliance under the Goods and Services Tax (GST) regime.



This initiative sought to engage unregistered manufacturers and traders in falling under the jurisdiction of CGST Delhi East to help them understand the importance of registering with the GST Department and complying with the provisions of the law, like:

- i. **Hallan Chowk, Old Seelampur**
- ii. **Gole Baithak, Old Seelampur**
- iii. **Jacket Market of Jaffrabad and**
- iv. **Subhash Road, Gandhi Nagar**
- v. **New Seelampur**

GST Helpdesks were set up at the above locations to address queries and help in the GST registration process.





This initiative received a warm and encouraging response from the local trade community, many of whom were previously unregistered, often conducting their transactions primarily in cash, which has a negative impact on the Indian economy.

Over the course of the campaign, more than 2,000 queries from traders were addressed by GST officers, who provided valuable assistance with the registration process. The drive proved to be a success, with a significant number of unregistered traders coming forward to voluntarily register their businesses under GST, with more than 100 registration applications being generated on spot after following due process.

As part of the outreach efforts, 200 students from reputed Universities were invited to be GST Ambassadors to create awareness for the two-day campaign. These volunteers/GST Ambassadors were closely monitored and guided by a large team of GST officers comprised of 10 Assistant Commissioner/Deputy Commissioners and more than 80 officials.







The students actively participated in spreading awareness about GST provisions and assisted traders by going shop-to-shop to brief them about the process and benefits. The students went for door-to-door campaigning and helped conduct survey through aid of pre-decided questionnaire. Standard script was prepared and the student's academic knowledge of Sales/Marketing/Market Survey was leveraged to generate leads for GST officers to follow up later.



They distributed 7,500 pamphlets published in Hindi and Urdu, highlighting the provisions of GST Registration.

A public announcement system, skits, street plays, mohalla campaigns at different locations were also organised by National School of Drama (NSD) team so that the people are made aware of the importance of payment of tax to the government as well as consequences of non-payment of tax.





The successful execution of this campaign marks a crucial step in increasing GST registration among the unorganised sectors, thereby improving compliance and contributing to the overall growth and stability of the Indian economy.

The CGST Delhi East Commissionerate remains committed to continuing such initiatives and ensuring that all sectors of trade are brought into the formal economy, fostering greater transparency, accountability, and economic growth.

The GST registration campaign was carried out under the overall guidance of **Shri Pawan Kumar, Commissioner of CGST Delhi East** and **Shri Paras Shankhla, Additional Commissioner** and executed under close supervision of Shri **Jyotiraditya, Additional Commissioner** along with the GST officials, including, Smt. Anu Joshy, Deputy Commissioner, Shri Mingma Sherpa, Deputy Commissioner, Shri Anshuman Yadav, Assistant Commissioner, Shri K.K. Singh, Assistant Commissioner, Shri Maujood Siddique, Assistant Commissioner, Shri O.P. Meena, Assistant Commissioner and Ms. Akshita Srivastava, Assistant Commissioner.

The campaign culminated in a closing ceremony presided over by **Shri Mahesh Kumar Rustogi, Director General, Directorate General of Taxpayer Services (DGTS)**, with an address the student volunteers, trade associations and civic society organisations along with the team of officers and officials.



Shri Rustogi highlighted the importance of formalisation of economy in achieving the target of \$5 trillion economy and also enthused the audience to carry on this exercise and wished for a future wherein such campaigns transcend the boundaries of Delhi East CGST to other divisions and finally throughout the country.





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